U. S. SAVINGS BONDS DIVISION

TREASURY DEPARTMENT

WASHINGTON

November 28, 1949

BUY AND HOLD UNITED STATES SAVINGS BONDS SECURITY

Miss Patricia Bradford Butler
Station Manager
Radio Station WCSR
10 Prospect Street
Northampton, Massachusetts

Dear Miss Butler:

In accordance with your request we are placing you on our mailing list to receive the "Guest Star" program series, promoting the sale of U. S. Savings Bonds. Here is some basic information concerning the series:

RELEASE SCHEDULE -- These quarter-hour transcriptions are released on a once-a-week basis, a double-face recording being sent you every other week.

MUSIC CLEARANCE -- All music included in these transcriptions has been cleared in advance, so that no further clearance on your part is required. This information is carried on the label.

SPONSORSHIP -- This program must be run only as a sustaining feature. The stars who appear do so with this express understanding. This prohibition extends even to the contribution of time occupied with no more than a "This period contributed by -- " credit. We do have other materials, all of which are sponsorable. "Guest Star" is the only exception.

REPEAT BROADCASTS -- Many stations are running the programs more than once -- in the day for the daytime audience, and during some evening hour to catch evening listeners as well. You may handle this situation as you see fit... of course, if you can do it for us, we'll appreciate it.

LENGTH OF CAMPAIGN -- It is anticipated that "Guest Star" will continue indefinitely.

PUBLIC SERVICE CREDIT -- An announcement that the program is transcribed and that it is presented by your station for United States Savings Bonds as a PUBLIC SERVICE is included in each recording at both opening and close.

DISPOSAL OF MATERIAL -- We do NOT want the recordings returned to us. You may retain them in your library or dispose of them as you see fit. Please do not send shipments collect -- we have no funds for such charges.

DEFECTIVE PRESSINGS -- In the case of defective pressings wire us collect.

LATE DELIVERY -- If you fail to receive the transcription sufficiently in advance of time of broadcast, wire us collect and a duplicate will be sent you without delay.

DATE OF BROADCAST -- As soon as possible, we will appreciate your advising us of the dates and times you plan to run these programs.

Twenty-seven hundred radio stations are already running the "Guest Star" series, most of them in the very best time periods, because they know, as I am sure you do, that every one of the programs not only contains the very best of name talent, but also tells a story which deserves the maximum attention of your listeners -- the story of thrift, and the easy automatic way to future financial security, through the purchase of United States Savings Bonds.

Let me extend to you my sincere thanks, and the thanks of the entire Savings Bonds Division, for your cooperation in this all-important work. It is backing like yours that makes this campaign an assured success. If you need any help, or have any further questions in connection with the series, write me personally at any time.

Kindest personal regards.

Very sincerely yours,

N. P. Colwell

N. P. COLWELL, Chief
Radio and Television
Advertising Division
U. S. Savings Bonds Division

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